

WHAT YOU CAN DO:

- T Complete the direct marketing questionnaire when contacted by an interviewer.
- T If you would like multiple copies of this brochure to distribute, we will be pleased to provide them to you.
- T Visit the New York Agricultural Statistics website for additional information.
- T Contact this office with any questions.

REPORTS:

Once the survey is tabulated, a publication will be prepared. Anyone receiving a questionnaire may request, on the survey form, a copy of the publication. Others may contact the New York Agricultural Statistics Service. Publications will also be available on our website at:

www.nass.usda.gov/ny



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2000 DIRECT MARKETING SURVEY



New York State
Department of Agriculture & Markets

George E. Pataki
Governor

Nathan Rudgers
Commissioner

INTRODUCTION

During the 1970's, the 1980's and through the 1990's, direct marketing activities grew rapidly in response to a need by farmers for a means to cope with the rapid rise in production costs. Increasing consumer interest in purchasing fresh foods, especially fruits and vegetables, fueled the expansion of this marketing method.

In 1980, USDA conducted a survey of Direct Marketers in 16 states. Of the states surveyed, New York was number one in the value of products sold directly to consumers.

The New York Agricultural Statistics Service conducted another survey of Direct Marketers in 1988. Results showed direct marketing was very important to the economy of New York and growing rapidly. Producers surveyed anticipated further expansion.

A follow-up to the 1988 survey will be conducted in the spring of 2001. Totals will be published and comparisons made to previous reports.

WHAT

A DIRECT MARKETING SURVEY

WHO

The survey will be conducted by the New York Agricultural Statistics Service cooperating with the New York State Department of Agriculture and Markets.

WHEN

Spring of 2001.

WHY

The purpose is to obtain up-to-date information on the nature, extent, and economic value of direct marketing by agricultural producers in New York.

HOW

Lists of all known direct marketing operations were merged with a list of farm operations maintained by the New York Agricultural Statistics Service. A sample was taken from the resulting list. Operations in this sample will be contacted in the spring of 2001 to complete a questionnaire. Data collected will be statistically expanded to represent all of New York.

RESULTS WILL MEASURE THE:

- ! Number of producers marketing directly.
 - ! Direct marketing methods used.
 - ! Type and volume of product marketed.
 - ! Dollar value of direct sales.
 - ! Economic importance to producers.
 - ! Number of jobs attributed to direct marketing.
 - ! Trends and projections of direct marketing activity.
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